

Department of Licensing Motorcycle Safety Advisory Board



Advisory Board Meeting Minutes March 7, 2008 Lacey Licensing Service Office 7:00 pm

1. Call to order - 7:04 pm

2. Introduction of Board members –

- Larry Walker, Jim Wihlborg, Mike, Gilbert; Bruce Santy not present. Introduced WSP Sgt. Chet Pennington.

3. Review and approval of the minutes from the last meeting - approved

4. Old Business – will revisit at another time.

5. New Business –

- Rider's Edge Update – Steve Stewart
The progress of pilot project in Seattle area are moving forward with the dealer contracts already signed and being reviewed now by the Office of the Attorney General then will be sent to Harley Davidson's headquarters.
Jim Wihlborg asked when the project will start after contracts are signed.
Steve replied no earlier than May 1, 2008 and no determination has been made on who or which dealerships will participate.
- 2007 Program Review – Steve Stewart
Steve handed out Power Point presentation handouts for 2006/2007 showing comparisons of students trained both subsidized and non-subsidized. There was an increase of 2316 students trained from 2006 to 2007. Taskforce would like to see 3000 a year, but we only had funding for six months last year. This total shows an average of 10% increase to all contractors, with two new locations added in Spokane and Longview on July 1, 2007.
WSMP is tracking contract spending (Steve gave board sheets with figures).
Informed board that new instructor training is something that needs to be done and introduced a new tool – one day free instructor orientation class. Clarified that WSMP received \$114,000 of which \$70,000 went to airtime and updates to the website. Getting the motorcycle program out to the media will then network out to the different cities.

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July 1, 2008 is the target date to get new employee hired who will oversee the quality assurance testing review manual.

Bret Tkacs asked if the "Wanted" posters were working.

Steve explained that there has been interest shown, couldn't verify the exact number, also gave details about the Navy Base getting a chief.

There were a couple of questions asked to Steve...

Q - If there were additional funds or more air time available how would we expand funding or air time and what are the targets?

A - Focusing on the major markets: Seattle, Spokane, Tri-Cities, Wenatchee, and will use cable network for southwest Washington. I (Steve) will forward the plan to Larry.

Q - What areas?

A - ESPN, Comedy channel, Fox Network, Saturday Night Live, prime movies, Discovery channel along with the major networks – ABC, NBC, and CBS. There will be 3 million hits around the state. The market will target 25-45 year old males with about 75% of 18-54 seeing the advertisement.

Q - Wasn't there free airtime given?

A - It was matched one for one (pay for one, get one free), \$200-\$600 per airing. The airings so far purchased are 218 in Yakima, 100 in Vancouver, 283 in Spokane, and 252 in Seattle. We plan to spend the money from the federal government for more.

Q - Are we on track for Motorcycle Awareness month?

A - Airing commercials and proclamation from April 27th through May 18th. WSP is setting up media push with Spokane schools. The Governor's run has been cancelled.

6. Announcements –

- Larry let everyone know that the last Saturday of March in Bremerton at the Kmart or Lowe's they are looking to hold a Safety Rodeo.
- Next Meeting- June 7, 2008 – Lacey Licensing Office

7. Board Member Forum –

- Chet Pennington explained that he has been a Motorcycle Patrolman since 1990, but has always been a rider. Motorcycle safety has always been an interest that is near and dear to him and trying to keep fatalities from growing is very important. His dad rode for the Washington State Patrol in 1958.

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- Jim Wihlborg told the board that he will not seek another term when his term ends in June; he believes that someone out there will be a good board member and let everyone know that there is more information through endorseyoursport.com.
- Larry asked Jim to reconsider his decision. He explained that House Bill 1625 did not make it to the Senate floor and it is dead. There was some push back from WSP. He believes that they had put together a good rebuttal package. The Bill just hit the WALL! Just stopped and does not know why it was the only Bill that got stopped. Just a setback, will start again. He proposed the question "Can you go from a left turn lane to the right lane?" to Chet. He explained that you can cross the white skip line—you are not literally breaking the law by getting out of that lane, it is intended for traffic to flow smoothly. It is safer for us to scan left to right, find a safe space, go down make a u-turn, and come back to the turn.

8. Public Forum –

- Consensus in room was the left turn is safer. Chet asked if there was any data to support that theory, Larry said there was with Tennessee, Minnesota, and a couple other states. Idaho used our language to pass the left turn law in their state. Mike Davis asked if there is a provision in the law to treat a faulty light as a 4-way stop and Chet replied "no, only in a power outage". Mick said he was glad WSP was represented for safety and education - writing tickets does not save lives.
- Taskforce – good news, 2006-2007 down 14 fatalities due to lots of contributing factors, we need to keep going in the right direction. First drop in 7-8 years.
- Federal Transportation Commission wants to take funds from motorcycle safety to helmet safety and other programs.

9. Adjourn – 8:00 pm